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## WHAT IS CLAIMED IS:

A method for forwarding a web address to another web address in a network comprising the steps, performed by a processor, of:

receiving a request destined to a first web address including at least a domain name; determining a forwarding uniform resource locator (URL) that corresponds to the domain name; and

redirecting the request to a second web address that corresponds to the forwarding URL.

- 2. The method of claim 1, wherein the first web address includes a uniform resource identifier (URI).
- 3. The method of claim 2, wherein the second web address includes the forwarding URL and the URL

The method of claim 1, said determining step further comprising:

determining whether a search for forwarding information can be completed; and

indicating that there has been a system error based on the determination that the search

cannot be completed.

5. The method of claim 4, said determining step further comprising:

directing the request to a default web address based on a determination that a search could be completed and no forwarding URL that corresponds to the domain name is found.

- 6. The method of claim 1, said determining step further comprising: searching a data file for the forwarding URL.
- 7. The method of claim 6, wherein the data file is periodically updated by a data generator, the data generator performing the steps of:

  extracting forwarding information from a customer database; and storing the forwarding information in the data file.
- 8. The method of claim 7, wherein the customer database includes a table that associates a domain name with a forwarding URL.
  - 9. The method of claim 1, said redirecting step further comprising: sending to a user a string that includes the forwarding URL.
- 15 10. The method of claim 9, wherein the string is sent to the user using a hypertext transfer protocol (http) location command.
  - 11. The method of claim 1, wherein the request is supplied by a user.
- 20 12. A computer-readable medium containing instructions for performing a method for forwarding a web address to another web address, the method comprising:

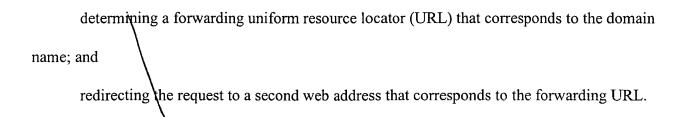
  receiving a request destined to a first web address including at least a domain name;

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- 13. The computer-readable medium of claim 12, wherein the first web address includes a uniform resource identifier (URI).
  - 14. The computer-readable medium of claim 13, wherein the second web address includes the forwarding URL and the URI.

The computer-readable medium of claim 12, said determining step further comprising:

determining whether a search for forwarding information can be completed; and indicating that there has been a system error based on the determination that the search cannot be completed.

The computer-readable medium of claim 15, said determining step further comprising:

directing the request to a default web address based on a determination that a search could be completed and no forwarding URL that corresponds to the domain name is found.

17. The computer-readable medium of claim 12, said determining step further

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searching a data file for the forwarding URL.

- The computer-readable medium of claim 17, wherein the data file is periodically updated by a data generator, the data generator performing the steps of:

  extracting forwarding information from a customer database; and storing the forwarding information in the data file.
  - 19. The computer-readable medium of claim 18, wherein the customer database includes a table that associates a domain name with a forwarding URL.
    - The computer-readable medium of claim 12, said redirecting step further comprising:

sending to a user a string that includes the forwarding URL.

- 21. The computer readable medium of claim 20, wherein the string is sent to the user using a hypertext transfer protocol (http) location command.
- The computer-readable medium of claim 12, wherein the request is supplied by a user.
  - 23. An apparatus for forwarding a web address to another web address,

comprising:

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amemory having program instructions; and

a processor responsive to the program instructions to receive a request destined to a first web address including at least a domain name, determine a forwarding uniform resource locator (URL) that corresponds to the domain name, and redirect the request to a second web address that corresponds to the forwarding URL.

24. A system for forwarding a web address to another web address, comprising: a host computer operable to receive a request destined to a first web address including at least a domain name, search a data file for a forwarding uniform resource locator (URL) that corresponds to the domain name, and redirect the request to a second web address that corresponds to the forwarding URL;

a customer database storing forwarding information; and

a data generator operable to extract forwarding information from the customer database and store the forwarding information in the data file.

25. A method for forwarding a web address to another web address in a network comprising the steps, performed by a processor, of:

receiving a request destined to a web address including at least a domain name; determining a forwarding web address that corresponds to the domain name; and redirecting the request to the determined forwarding web address.

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